



POLAND MEDIA LANDSCAPE

www.themediavantage.com



Country overview

POLAND'S ECONOMY IS THE LARGEST IN CENTRAL EUROPE

Overview of Poland



CAPITAL
Warsaw

REGION
Europe

GDP PER CAPITA, PPP
\$35,165

GDP
\$596 billion

POPULATION
37,970,874

AREA
312,685 SQ.KM

More than 96 percent of the country's population of 38 million people are Polish, a western Slavic ethnic group with its own language, Polish.

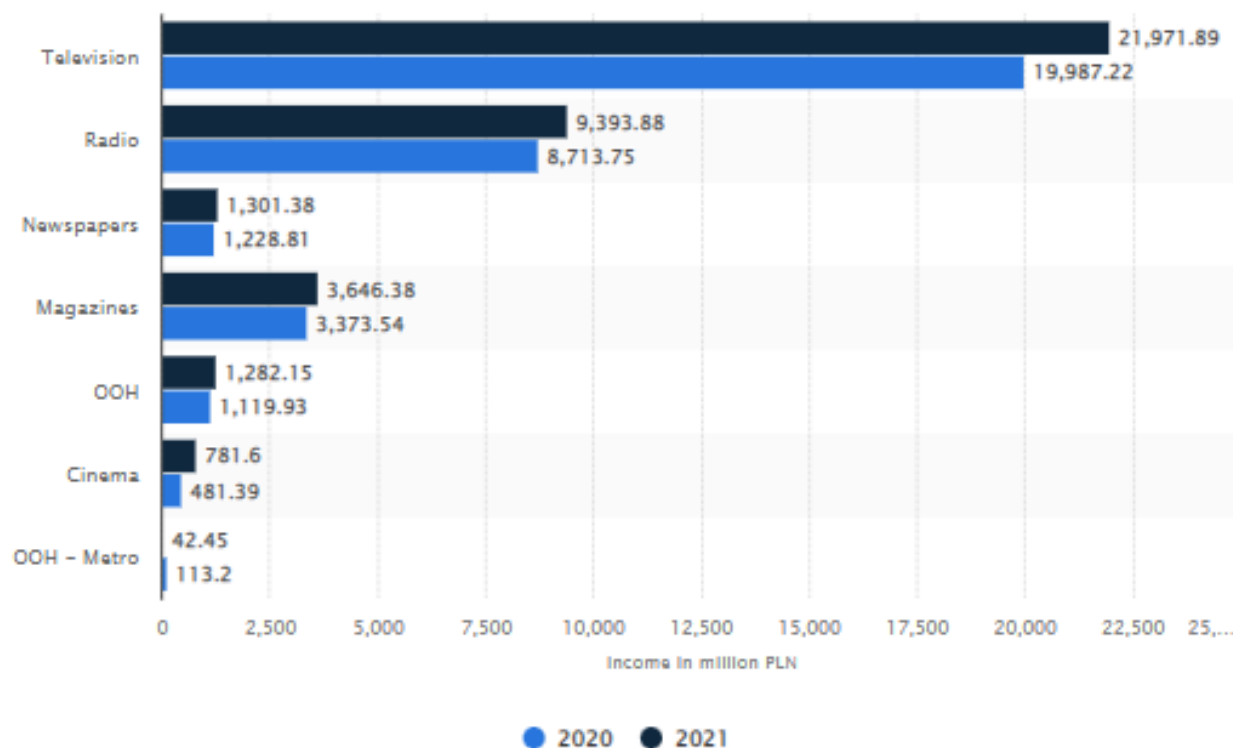
The country's free-market economy is dominated by the agricultural and mining sectors.

Poland's culture is rich with major contributions in the arts and sciences.

Media Consumption Overview

TRADITIONAL MEDIA IS STILL SOLID IN THIS MARKET

Advertising income of media from 2020 to 2021 (in million zloty)



Poles spend an average of 4 hours 20 mins on TV



The average listening time was 4 hours 40 minutes, daily



Top newspapers remain some of the most influential media



High internet penetration

TV Consumption

TV REMAINS A CRUCIAL MEDIUM FOR REACHING THE POPULATION

AVERAGE DAILY LINEAR TV VIEWING TIME

4 hours 20 minutes

NUMBER OF SVOD USERS

6.3m

MOST VIEWED TV CHANNEL

TVP1

- There are approximately 200 Polish TV channels, most of which broadcast film and series, sports and entertainment
- The three largest TV companies – TVN, Polsat, and TVP, have all seen an increase in revenue. The biggest one, Cyfrowy Polsat, generated nearly 12 billion zloty
- Almost 70% of the Polish population watch TV daily. Its consumption is highest in the evenings
- Television is expected to continue growing and transforming as an industry in Poland over the next years

TV Consumption

TOP TV NETWORKS

TVP1



TVP1 is the main public television channel of TVP. IT broadcasts mostly news, current affairs, movies, dramas and kids' programs.

TVP2



TVP 2 is a Polish public mainstream TV channel operated by TVP. Its varied line-up contains a variety of programming (documentary, history, talk-shows, game-shows) although it focuses more on entertainment.

Polsat



Polsat is a Polish free-to-air television channel that was launched on 5 December 1992 by the Polsat group. It's a General Entertainment TV channel.

TVN

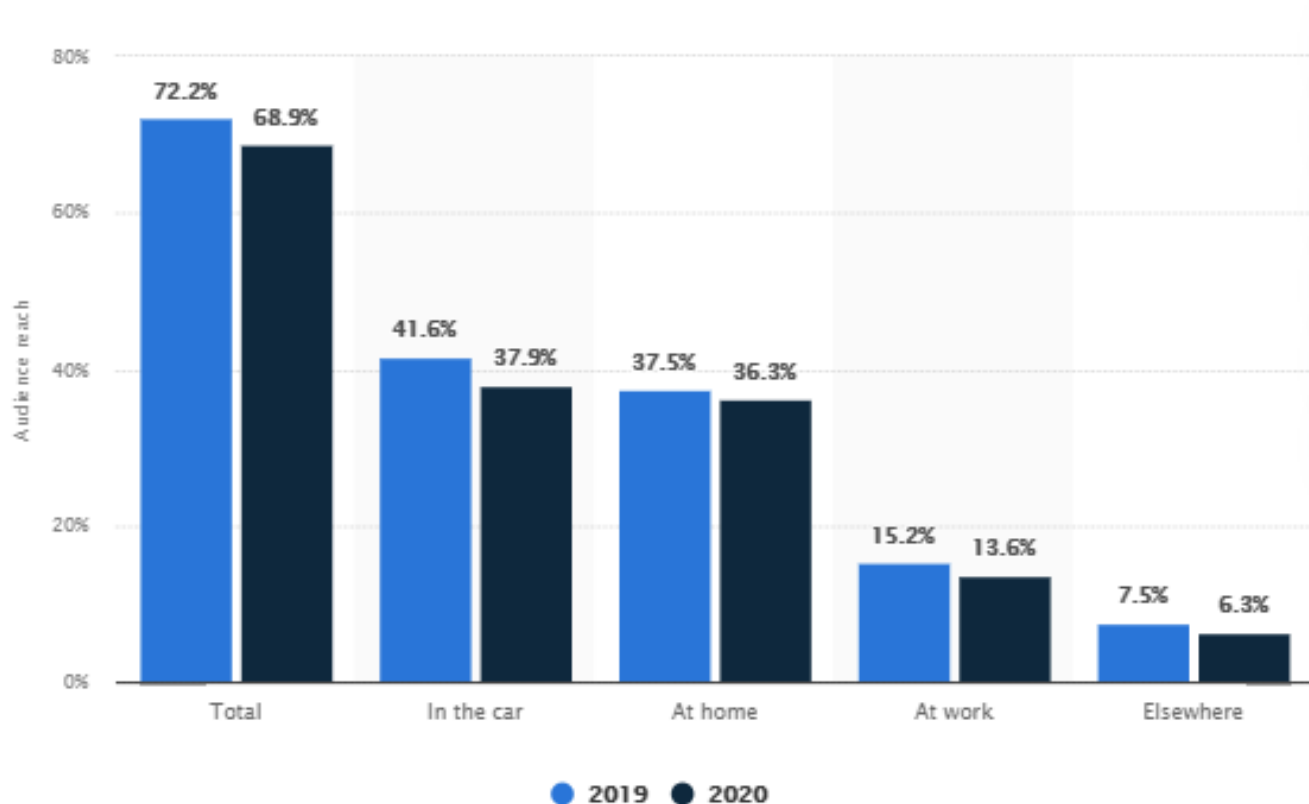


TVN is a Polish free-to-air television station. It is owned by TVN Group, which as of March 2018, is a subsidiary of Discovery Inc. It's a General Entertainment TV channel

Radio Consumption

MAINTAINS A STRONG HOLD AMONG POLISH MEDIA CONSUMERS

Daily reach of radio in Poland from 2019 to 2020

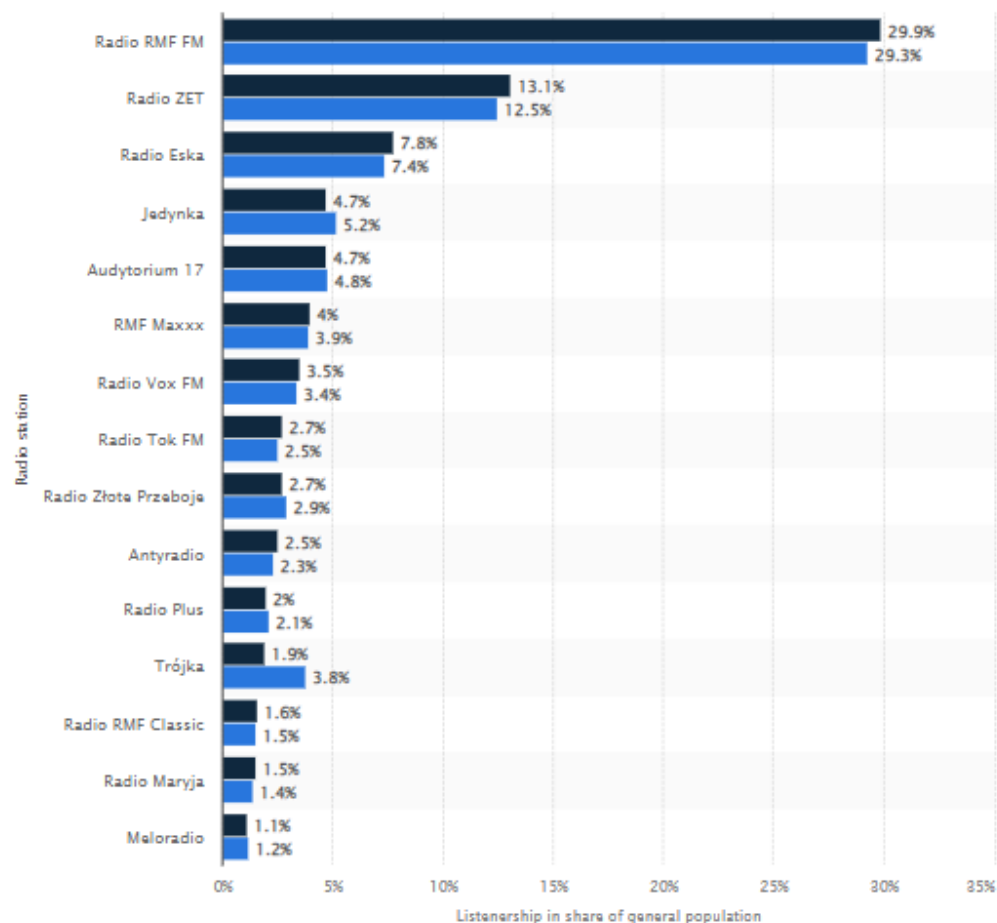


- Radio reached 68.9% of the population daily in Poland in 2020, which was a decrease as compared to the year before
- Most people listened to the radio in their cars (37.9%) and at home (36.3%)
- Although radio reaches Poles of all ages, it was the most popular among people aged between 40 to 59 years old
- Radio RMF FM has been the undisputed leader across the country in terms of radio listenership ranking, reaching nearly a 30% listenership rate

Radio Consumption

TOP RADIO STATIONS

Ranking of leading radio stations in Poland from 2020 to 2021, by listenership



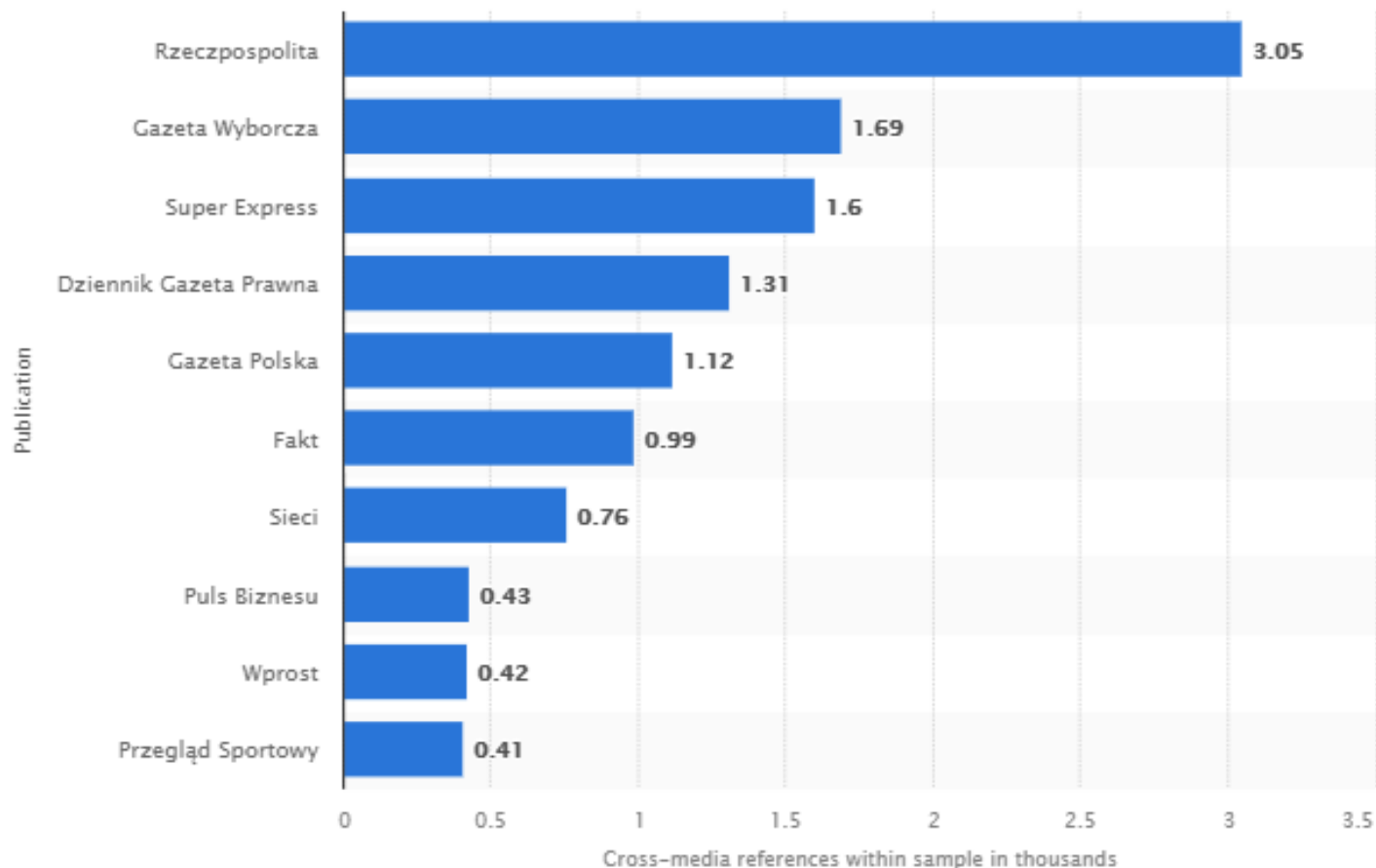
● 2020 ● 2021



Print Consumption

PRINT ENJOYS A STEADY READERSHIP IN POLAND

Most influential press titles in Poland (2021)



Both in print and digital, newspapers remain key destinations for news while popular portals battle for supremacy online by developing their editorial operations

Print Consumption

TOP PRINT TITLES



Super Express **Circulation: 110,761**

Super Express is a daily Polish tabloid published in Warsaw, Poland. It is based on British tabloids.



Rzeczpospolita **Circulation: 52,736**

Rzeczpospolita is a Polish nationwide daily economic and legal newspaper, published by Gremi Media. 75% of its readers are reported to have higher education.



Gazeta Wyborcza **Circulation: 62,006**

Gazeta Wyborcza is a Polish daily newspaper based in Warsaw, Poland. Covering the gamut of political, international and general news from a liberal perspective, the Gazeta Wyborcza was Poland's first independent daily newspaper after the era of "real socialism".



Dziennik Gazeta Prawna **Circulation: 38,167**

Dziennik Gazeta Prawna is a Polish legal and business daily newspaper, headquartered in Warsaw and published from Monday to Friday. The paper focuses on law, taxes and finances.

Digital Consumption

THE NUMBER OF INTERNET USERS IN POLAND INCREASED BY 4.4% BETWEEN 2020 AND 2021



Digital Consumption

POLES SPEND THE MOST TIME ON YOUTUBE

JAN
2021

TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SIMILARWEB



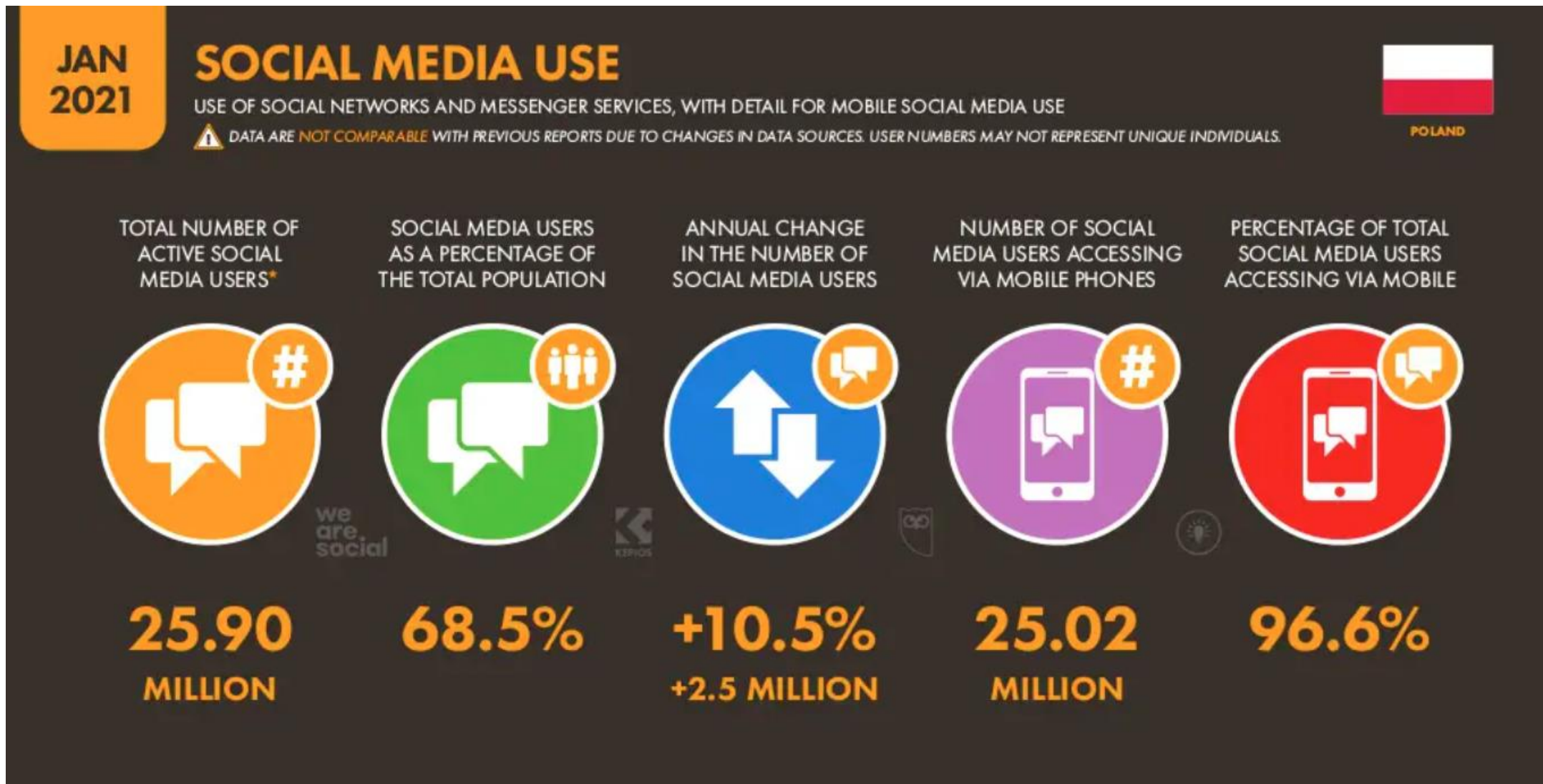
POLAND

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	1.51B	37.1M	12M 57S	8.9
02	YOUTUBE.COM	680M	25.7M	23M 49S	11.7
03	FACEBOOK.COM	603M	26.3M	12M 21S	8.3
04	WP.PL	267M	19.8M	7M 13S	7.8
05	GOOGLE.PL	255M	15.7M	8M 55S	12.7
06	ONET.PL	232M	19.7M	6M 41S	5.3
07	ALLEGRO.PL	220M	24.7M	10M 20S	13.2
08	INTERIA.PL	159M	16.0M	7M 18S	6.4
09	WIKIPEDIA.ORG	110M	17.2M	4M 24S	3.4
10	OLX.PL	101M	13.9M	9M 48S	11.3

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	LIBRUS.PL	87.7M	3.55M	7M 38S	11.6
12	GAZETA.PL	76.2M	11.0M	4M 47S	2.8
13	O2.PL	74.4M	9.40M	5M 32S	5.5
14	INSTAGRAM.COM	69.4M	9.44M	7M 31S	13.5
15	CENEO.PL	58.1M	16.6M	3M 46S	3.6
16	NETFLIX.COM	52.8M	4.04M	9M 19S	4.4
17	TWITTER.COM	52.4M	9.06M	10M 55S	10.5
18	TVN24.PL	51.2M	8.27M	3M 13S	2.7
19	PORNHUB.COM	47.3M	6.24M	9M 13S	8.2
20	CDA.PL	45.4M	7.10M	9M 16S	4.2

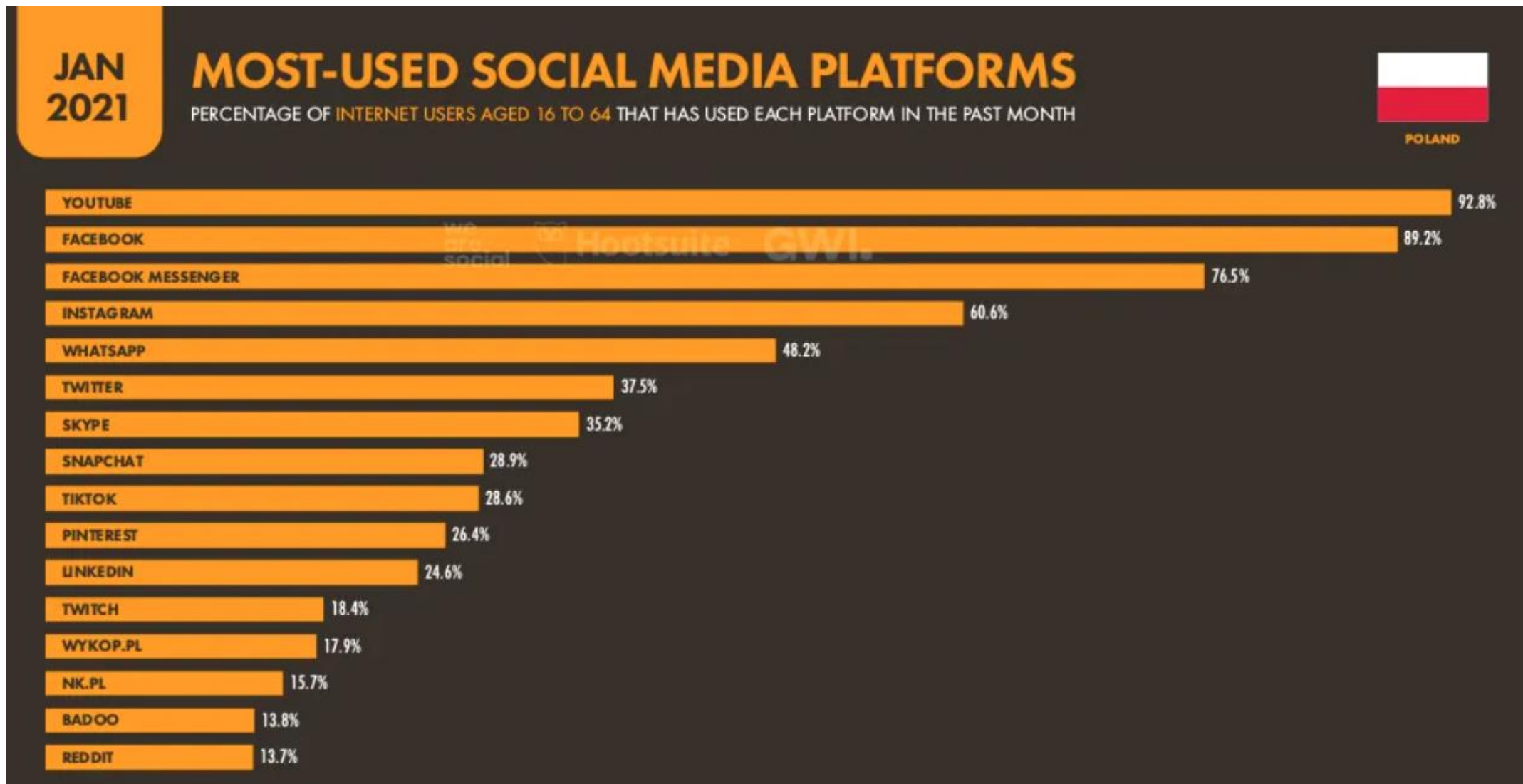
Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS IN POLAND INCREASED BY 11% BETWEEN 2020 AND 2021



Digital Consumption

THE MOST USED SOCIAL MEDIA PLATFORM IS YOUTUBE, FOLLOWED BY FACEBOOK



Outdoor Sites

Retail



Name

Serenada mall

City

Cracow

Visitors

160,000/month

Outdoor Sites

Bus and Tram



An extensive network of buses and tram to carry your brand's message across the city of Cracow.

Outdoor Sites

Airport



City
Cracow

Format
Banners

Surfaces
4

Let's Discuss

Tel: +971 4 425 3300

Email: info@themediavantage.com

Website: www.themediavantage.com

Location: 8th Floor, Reef Tower, Cluster O, JLT, Dubai,
UAE

